

2014-15 College/University Flu Vaccination Campaign

Stefanie DeVita & Courtnay Londo

Best Practices
Webinar

July 22, 2014

INTRODUCTIONS

- Courtney Londo, MDCH Adolescent and Adult Immunization Coordinator
- Stefanie DeVita, MDCH Influenza Epidemiologist
- Schools on the call?
- Others on the call?

SCHOOLS ENROLLED THUS FAR

■ Enrolled Schools

- Albion College
- Aquinas College
- Central Michigan University
- Grand Valley State University
- Hope College
- Kalamazoo College
- Michigan State University
- Northwestern Michigan College
- Oakland University
- Southwestern Michigan College
- Wayne State University

■ In-Progress

- Eastern Michigan University
- University of Michigan

OBJECTIVES

- Objectives for today's call:
 - Share best practices/lessons learned for vaccinating college-aged young adults
 - University of Minnesota
 - Flulapalooza (Vanderbilt University)
 - Kalamazoo College
 - Wayne State University
 - Update on communication and messaging
 - Campaign update
 - Discussion and feedback

BEST PRACTICES

Mass Flu Vaccination at the University of Minnesota, Twin Cities



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Boynton Health Service



- Primary health care provider located on the University of Minnesota, Twin Cities campus.
- Serves University of Minnesota students, staff, faculty, and people in the community.
- Services include
 - Primary and urgent care;
 - Mental health;
 - Dental and Eye clinics;
 - Pharmacy needs;
 - Women's health;
 - Physical and massage therapy;
 - Nutrition; and
 - Public Health and Health Promotion.
- The Public Health department manages the flu vaccination program



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Mass Flu Vaccination Clinic Overview

- Free flu vaccinations available to students, staff, faculty and dependents that are 18+ years of age.
- Clinics run from the end of September through the first week of December at the University of Minnesota, Twin Cities.
- Approximately 30 clinics around the Twin Cities campus.
- Walk-in vaccination efforts continue through February
 - One nurse is staffed in the lobby of Boynton Health Service during January and February.
- Flu vaccines are available by appointment at Boynton Health Service while mass flu clinics are in progress and continue throughout the year.



History of the Mass Flu Vaccination Clinic

- In 2000, the Nursing and Pharmacy schools proposed a partnership with Boynton Health Service to give their students an opportunity to immunize the University of Minnesota community.
- This partnership has continued and is now the Immunization Tour, a course for 64 Pharmacy and Nursing students to learn about mass immunization efforts.
 - The Immunization Tour operates 4 of our large clinics, approximately 20% of vaccinations.



Flu Vaccination Totals

Flu Season	Totals
2010-2011	14,402
2011-2012	16,108
2012-2013	19,612
2013-2014	20,155

- Enrollment at UMN Twin Cities: 52,557



Student Vaccination Rates

- In 2007, 39.6% of University of Minnesota students had received an annual flu shot according to the College Student Health Survey.
- In 2013, 56.1% of University of Minnesota students had received a flu shot.
- For more information about the College Student Health Survey please visit our website:
<http://www.bhs.umn.edu/surveys/>



Flu Vaccine is Free!

- Student Service Fee covers cost for students.
- Employee Benefits covers cost for staff, faculty and dependents.



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Online Registration System

- Prior to 2010, all clinics were walk-in only with uncertain and sometimes significant wait times.
- In 2010, the Online Registration system was introduced
 - Staff, faculty and students can sign up for a group appointment every 15 minutes.
 - Reminder emails are sent out 24 hours prior to appointment.
 - We still have 1-2 nurses at every clinic available for walk-ins.
 - Wait time is minimal when walking in.



Marketing Campaign

- “Do it for the Herd”
 - The [Do it for the Herd video](#) was created to fight misconceptions of the flu vaccine and advertise convenience.
- Weekly emails are sent throughout flu season.
- Postcards are sent to all staff, faculty and students.
- Posters are visible throughout campus.
- Advertisements are published in the Minnesota Daily.
- Social Media-Facebook and Twitter
- Everyone vaccinated receives a sticker and Tootsie Pop.



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Questions?

Please contact me with any questions:

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Public Health Nurse

Boynton Health Service

University of Minnesota

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612-624-2816



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VANDERBILT UNIVERSITY FLULAPALOOZA

VANDERBILT  UNIVERSITY

Flu
lapa
looza

FLULAPALOOZA

- Designed as disaster preparedness exercise
- First began in 2011
- Offer free flu vaccine to all employees and students
- 2013: 12,000+ vaccinated (~2,000 students)



FLULAPALOOZA & OTHER VANDERBILT PRACTICES

- Outreach: promote the event through university emails from student health
- Logistics: students swipe their ID card, last year ~20 vaccinators at once that did 2-hour rotations for 10-hr event
- Cost: no one pays at this event
 - For students, vaccine is reimbursed by student health (they tell them afterward that e.g. 2,000 doses were given to students)
 - Included in hospital budget, use fringe funds to offer free to employees

FLULAPALOOZA & OTHER VANDERBILT PRACTICES

- **Survey:** VU surveys health professions students
 - Take list of students in health profession studies, remove those vaccinated at Flulapalooza or student health clinic, then survey the remaining students
- **Policy:** in April 2014, VU passed flu vaccination requirement for all students, staff, and faculty



Kalamazoo College

Ideas for improving
influenza vaccination rates
on your College Campus

Overcoming Barriers

- Cost:
 - We have made it free by using a portion of our health fee.
 - Utilizing insurance coverage
 - Placing charge on student account
 - Referring to local pharmacy

Fear

- Establish nursing/clinic confidence
- All staff with same message
- Privacy
- Education: risks & benefits
- Local & campus updates on influenza activity
- Apply to life: miss class, or game, less play time, poor test score, spread to family & friends

Convenience

- Discuss at every visit, as part of screening questions
- While waiting in long line
- Special times for athletes or international students only
- Offer at all open times
- Start early in fall & offer late into spring

Getting the word out

- Campus TV & MDCH posters
- Flyers, BB boards, signs
- Tents in cafeteria, stickers
- Radio and student newspaper
- Student groups interested in health
- Encouraged on fall immunization forms & before study abroad

Campus support

- Administration: Support with ALL vaccines
- Parents:
 - On orientation day; offer vaccines/information
 - Pre-payment
- Faculty & Staff
 - Getting vaccinated themselves
 - Sending students to SHC
 - Encouraging students not to come to class ill

Collaboration

- Partner with health professors, athletics
- Student groups: Peer Health Advocates, Wellness house, Health Advisory Board
- Campus Colleagues
- Pharmaceutical reps, pharmacies, local health departments, and MDCH (use tool kit)

Less effective for us

- Going out onto campus to vaccinate
- Offering vaccinations for \$5-\$20/each

Effective for other Colleges

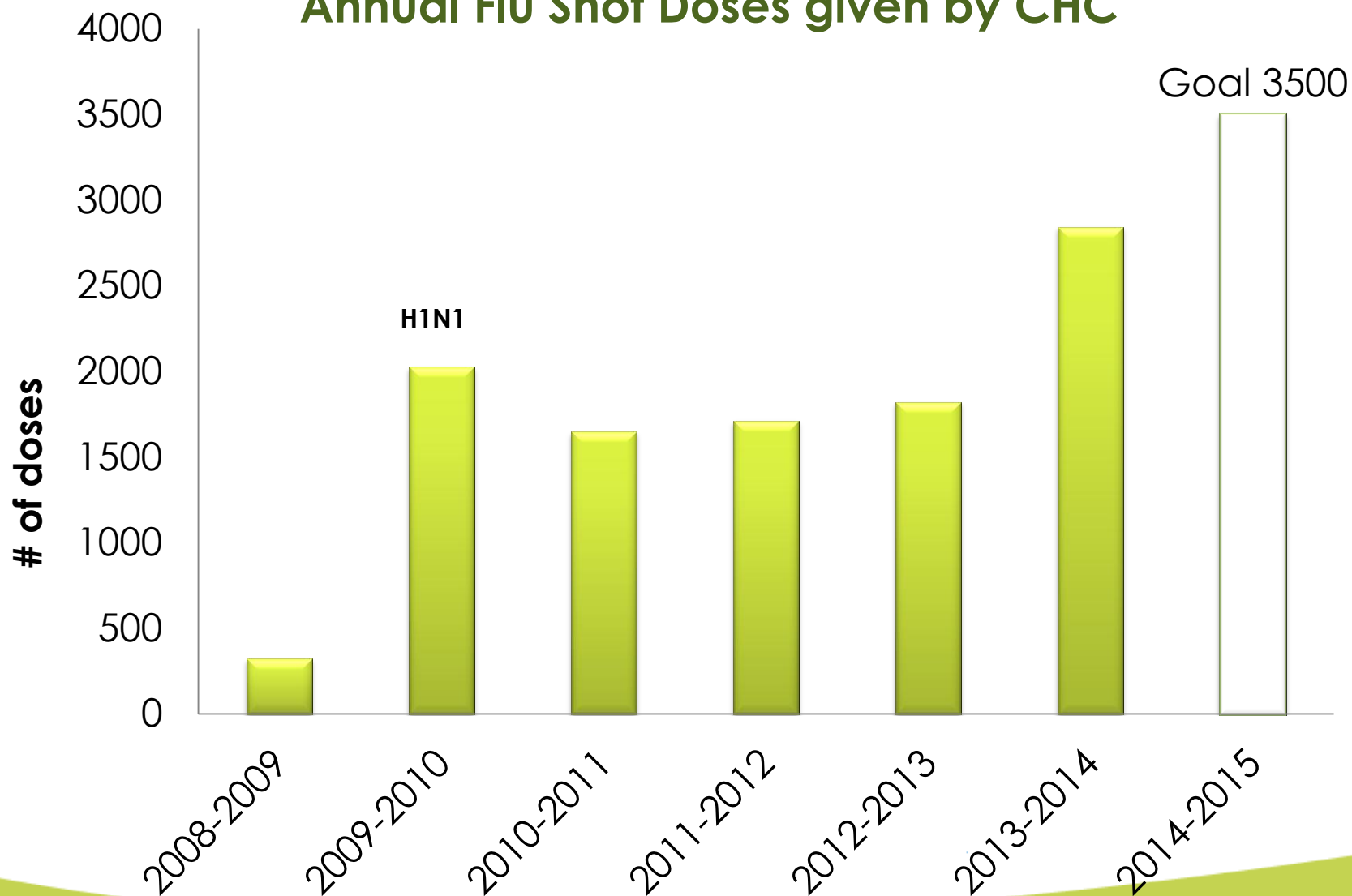
- Text messages
- “No Flu for you” campaign; website and social media
- Parent letter
- Competitions: Greek, Res halls with prizes

MDCH College/University Flu Challenge

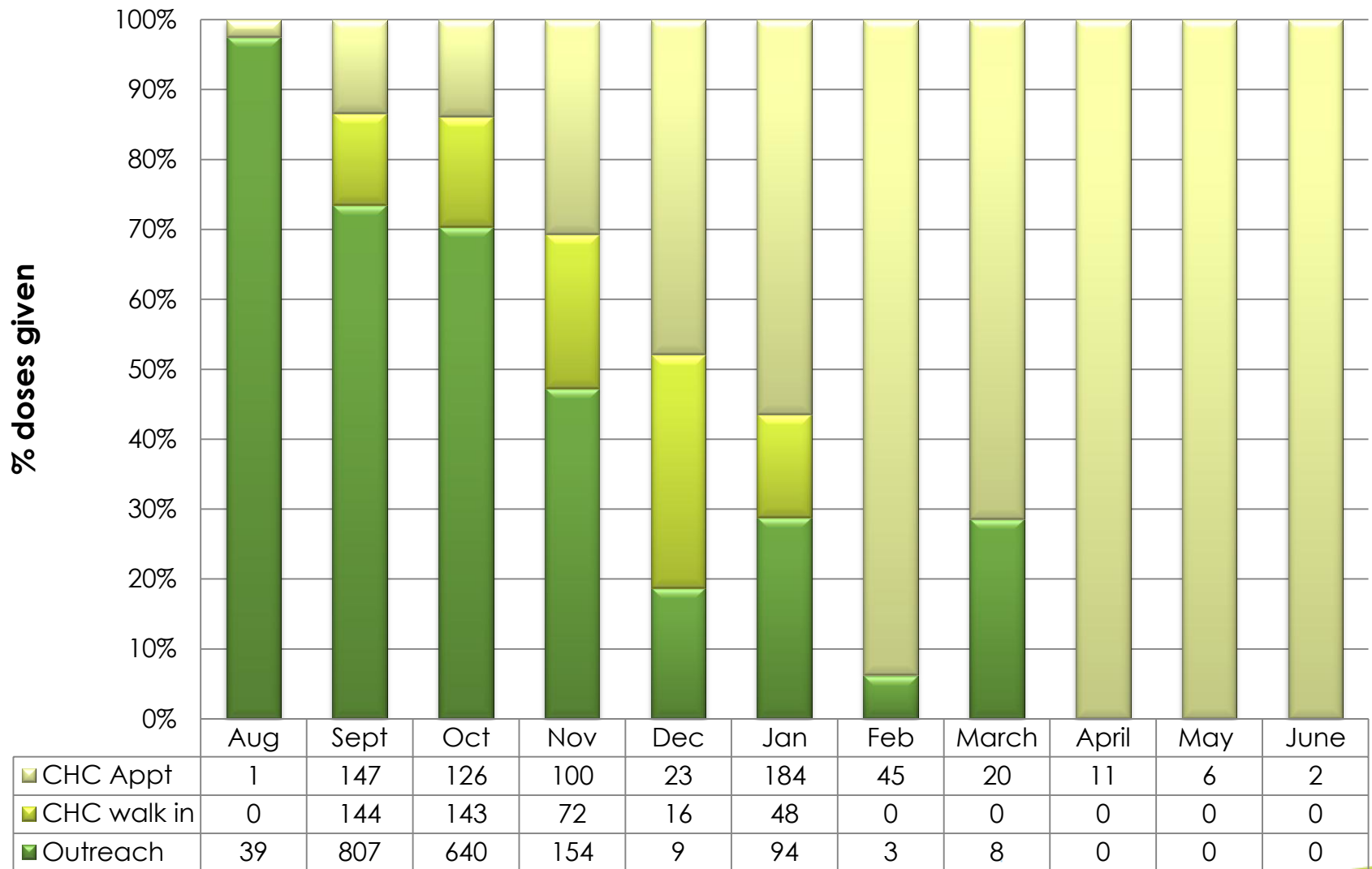
Wayne State University



Annual Flu Shot Doses given by CHC



Flu Shots 2013-2014



WSU Strategies for a successful flu vaccination program

❖ **Marketing**

- Signage
- Free university advertising
- Social Media
- Website
- Incentives

❖ **Accessibility**

- Clinic appointments
- Clinic walk in hours
- Outreach clinics on campus w/ varying hours
- Special group clinics
- No out of pocket charge (all insurance plans are billed)

❖ **EMR** – flu shot status assessed at every visit

❖ **Student Involvement** –

- med
- nursing
- peer educators
- RA's

❖ **Partnerships**

- Colleges and Departments
- Nursing, Pharmacy, Medical School students

❖ **Education**

- Information tables on campus
- Signage, screens, social media, website, etc

❖ **Surveillance** - weekly

❖ http://www.michigan.gov/documents/mdch/MDCH_Flu_College_University_Toolkit_Final_438084_7.pdf



Welcome to the **Campus Health Center**



Schedule your Group Flu Shot Clinic today!

Dates available September 2014- March 2015

Hours

Monday-Friday

9:00 am to 6:00 pm

[After Hours Urgent Care](#) (pdf)

Phone: 313-577-5041

Fax: 313-577-9581

campushealth@wayne.edu

Location

5200 Anthony Wayne Drive

Suite 115

Detroit, MI 48202

Located in the DeRoy Apartment
Building, across from Einstein
Bros. Bagels

[Directions](#)

[Map to Campus Health Center](#)

[Wayne State Campus Map](#)

What We Do

Promote the health and well being of students at Wayne State University.

Provide health care services to prevent and treat common physical illness.

Help you stay healthy to help you attain your educational and personal goals.

New for 2014-2015

Partner with local pharmacies for College Flu Challenge

Student “foot soldiers” to poll students about flu shot and promote survey

Inter-professional clinics – nursing and pharmacy students

Increase educational component – student-led, interactive, testimonials, video

Surveillance improvement & sharing info with university - marketing tool to encourage vaccination



COMMUNICATION AND MESSAGING

NATIONAL IMMUNIZATION AWARENESS MONTH - AUGUST

■ Weekly themes

- Aug. 3-9 - A healthy start (babies & pregnant women)
- Aug. 10-16 - Back to school (children & teens)
- Aug. 17-23 - Off to the future (young adults)
- Aug. 24-30 - Not just for kids (adults)

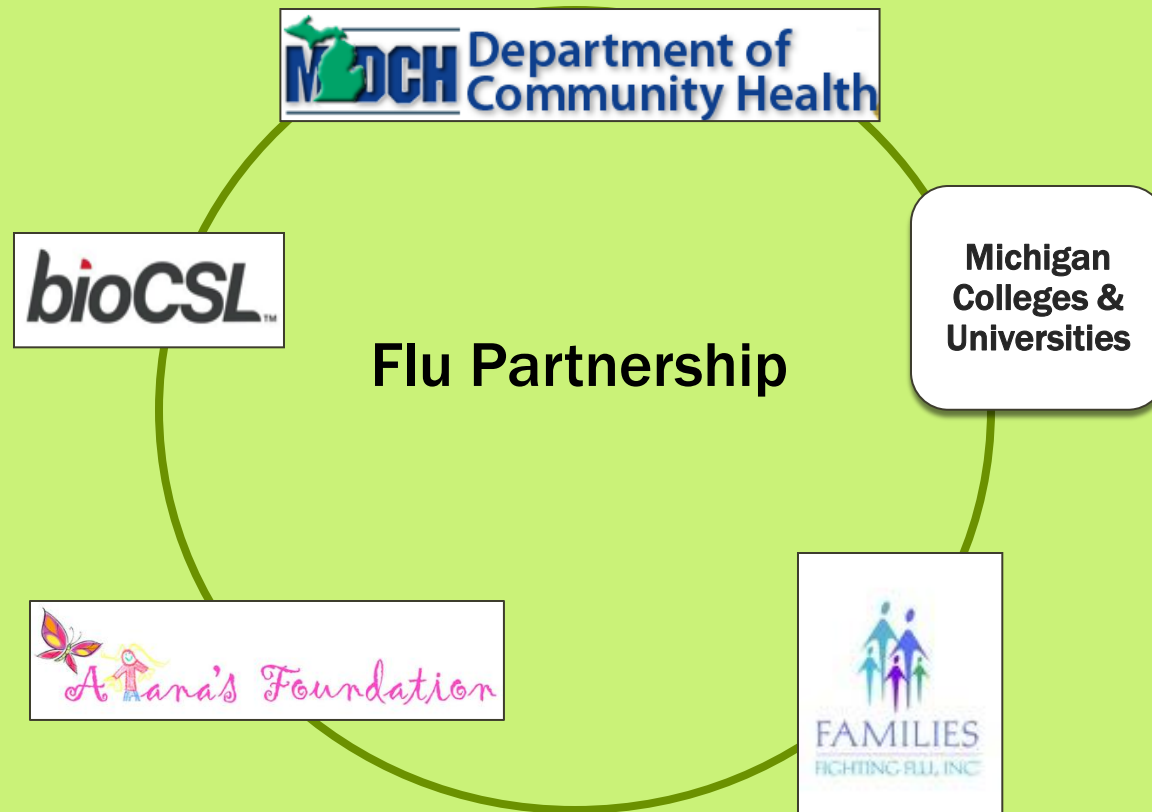
■ Toolkit available at

<http://www.nphic.org/niam>



COLLABORATION TO AMPLIFY MDCH FLU VACCINATION CHALLENGE


Amplify flu educational efforts through partner collaboration using communications/marketing, community engagement, grassroots outreach, social media engagement and media outreach




PARTNER ROLES

Partner	Role
MDCH	<ul style="list-style-type: none">• Drive public health goal among partner colleges and with clinics• Measure and assess• Provide public health spokespeople• Provide final approval on all materials as public health authority
Families Fighting Flu and Alana's Foundation	<ul style="list-style-type: none">• Provide expertise and guidance regarding flu advocacy• Activate advocates in Michigan and nationally• Serve as media spokespeople, identify additional spokespeople• Provide materials for adaptation
Michigan Colleges and Universities	<ul style="list-style-type: none">• Help MDCH navigate infrastructure at schools• Identify channels for reaching students• Roll out communications tools• Help identify community partners for vaccinations (if needed)
bioCSL	<ul style="list-style-type: none">• Conduct social media listening to generate audience insights• Support partners in the development and roll out of communications campaign, including toolkits for college partners

PLANS FOR UPDATING MDCH MATERIALS

**Department of
Community Health**



MICHIGAN.GOV
Michigan's
Official
Website

Michigan.gov HomeMDCH HomeSitemapContact MDCH

Search **GO**

Physical Health & Prevention

■ Prevention

Cardiovascular

Tobacco

Cancer

Hepatitis

Diabetes

Arthritis

Asthma

Dementia

Disability Health

HIV/STD

Lead Poisoning

Health Disparity Reduction and Minority Health

Influenza (The Flu)



Services for Seniors

Informed Consent for Abortion


Problem Gambling

Primary Care & Public Health

Birth, Death,

[print friendly](#)  

2014-15 College & University Flu Vaccination Challenge



How does your university stack up?

Join us in a friendly competition this fall. MDCH is teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in this challenge, your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDCH will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Ensure your students are in class and ready to learn. Join us to plan a successful vaccination campaign at your institution!

Are you part of the challenge?

Enrolled Schools To Date (7/9/2014):

Albion College

Aquinas College

Central Michigan University

Grand Valley State University

Hope College

Kalamazoo College


Michigan State University

Northwestern Michigan College

Oakland University

Southwestern Michigan College

Wayne State University



COLLEGE & UNIVERSITY TOOLKIT



**Department of
Community Health**



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College and University Flu Vaccination Toolkit

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendation for vaccination. You are in a unique position to help spread the word about this important vaccine to college-age students, and MDCH would like your help. The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students.

This toolkit includes:

- Strategies to increase rates
- Key messages
- E-mail templates
- News release templates
- Social media messages
- Websites and resources

[College/University Flu Vaccination Toolkit](#)

[Letter to Colleges and Universities from MDCH Chief Medical Executive](#)

Flu Posters and Flyers

[Flu College/University Infographic*](#)

[Flu Monthly Posters](#)

[Why get a Flu Vaccine: Niko's Story](#)

[Why get a Flu Vaccine: Alana's Story](#)

[No More Excuse: You Need a Flu Vaccine](#)

[Flu Talk Young Adults](#)

[Reason Enough to Get Vaccinated](#)

[Spread Music, Not Flu](#)

[Places to Get Your Flu Vaccine](#)

[Alana's Foundation Grant Application Flyer](#)

Adolescent and Young Adult Posters and Flyers

[Posters for High School and College-Aged Teens](#)

[Make the Call Pre-Teen and Teen Vaccine Flyer](#)

[Make the Call to Protect Yourself](#)

[Posters for Parents with High School and College-Aged Teens](#)

*Include information about your clinics' dates, times, and locations and add your organization's contact





Image of College Campus, Students

Related Content

- Mission and Vision Statements
- Vaccine Information Statements (VIS)
- 2013 MDCH Fall Regional Immunization Conferences
- Michigan Immunization Timely Tips (IMTT) Newsletter
- MDCH Adolescent Immunization Website
- Letter to Colleges/Universities on Immunizations and Serology
- Older Adolescent & Adult Immunization Conference (April 2013)
- Quick Looks & Other Resources for Health Care Professionals
- Recommended Immunization Schedules, Children and Adolescents
- Catch Up Immunization Schedule for Children and Adolescents
- Recommended Immunization Schedules, Adults
- Recommended Vaccinations Indicated for Adults Based on Medical and Other Indications
- Adult Vaccine Contraindications and Precautions
- Michigan Advisory Committee on Immunization Endorses the ACP-Recommended Vaccination Schedules
- Healthcare Personnel Vaccination
- Recommendations
- Influenza (Flu) website (MDCH)
- Vaccine Administration Resources
- Vaccine Storage & Handling Materials

2013-14 Flu Season

College and University Flu Vaccination Challenge

ARE YOUR STUDENTS PROTECTED?

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendation for vaccination. The materials in this toolkit will assist your health center in promoting the importance of annual flu vaccination to students.

According to data from the Michigan Care Improvement Registry (MCIR), coverage levels among individuals 18-24 years of age are low, reaching only 9% during the 2012-13 flu season*.

College/university students are at a unique risk of contracting the flu due to lifestyle factors. Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu especially easy to spread at college. Further, lack of sleep, not eating healthy, and not exercising regularly can weaken the immune system, making these young adults more vulnerable to the flu.

While reaching the college/university student population with important health messages can be difficult to do, it's critical that we protect them from the flu. MDCH would like to challenge you to ramp up your flu vaccination efforts this season!

Please utilize these materials to drive demand for flu vaccine at your campus today! If you have any questions about this toolkit, contact Courtney Londo, Adolescent and Adult Immunization Coordinator, at londoc@michigan.gov or Stefanie DeVita, Influenza Epidemiologist, at devitass@michigan.gov.

LET US KNOW HOW YOU ARE DOING!

- What are your plans for the current flu season?
- How has flu vaccine uptake among students been in the past?
- What are your goals in vaccinating the young adult population?
- What barriers do you currently face?
- Insert Survey Monkey link here: [\[link needs to be created\]](#)

*Reporting of adult immunization data into MCIR is strongly recommended and is considered an immunization best practice. Adult immunization coverage levels may be under-reported in MCIR due to lack of reporting.

IN THIS KIT:

Strategies to increase rates.....	2-4
Key messages.....	5
E-mail templates.....	6-7
News release templates.....	8-9
Social media messages.....	9-10
Websites and resources.....	5,8
Flu vaccine grant flyer.....	11
Posters and flyers.....	12-20

FLU AND YOU: KNOW YOUR RISKS POSTER

- Include information about your clinics' dates, times, and locations
- Add your organization's contact information and website
- To customize this poster, e-mail Courtney Londo at londoc@michigan.gov

FLU AND YOU

Find vaccines near you:
vaccine.healthmap.org

**GET
VACCINATED
TODAY!**

— KNOW YOUR RISKS —

GETTING SICK SUCKS

Most people who get the flu are sick for over a week. That's more than 7 days without class, social functions, and even work. You simply can't afford to get sick.



IT CAN HAPPEN TO YOU

Lack of sleep, not eating healthy, and not exercising regularly weakens your immune system, making you vulnerable to flu. Your lifestyle puts you at a unique risk.



YOU CAN AFFORD TO GET VACCINATED

Most insurance plans cover the cost of flu vaccine. You can get vaccinated at your primary care provider, local pharmacy, student health center, or local health department. For those who are not covered, it is worth the cost.



FLU IS EASILY SPREAD

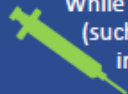
Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu easy to spread at college.



VACCINE: THE BEST PREVENTION

The single best way to prevent the flu is to get vaccinated every year.

While other preventative measures (such as hand washing) are important, the flu vaccine is your best bet.



FLU IS SERIOUS

Even healthy people get the flu and it can be very serious. Flu is not the common cold. Every year, healthy young adults become severely sick and some even die from the flu.



**Contact Your University Health
Center or Healthcare Provider
Today!**

KNOW YOUR RISK • KNOW THE FACTS • GET VACCINATED

There are other vaccines you may need to stay healthy, including HPV, Meningococcal, and Tdap. For more information talk to your healthcare provider.



MICHIGAN.GOV/TEENVACCINES
MICHIGAN.GOV/FLU



Why get a flu vaccine?

Ask Niko Yaksich of Michigan.



Even healthy people can get the flu and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Niko's story

In 2003, I lost my sister Alana to the flu. She was a perfectly healthy 5-year-old girl, and in the blink of an eye she was gone. The day that she passed away she had woken up with a fever and was feeling a little under the weather, but by the end of the day she was feeling much better and was running around with me. It was as though she had never been sick and was back to normal. She was not back to normal though. As I slept that night, my sister was being rushed to the hospital with a fever of 106 degrees. The doctors said that there was nothing they could do and that the flu had caused swelling to her brain. By the following night I had lost my sister and my family's life would be changed forever.

www.michigan.gov/immunize

Concept adapted with permission from Texas Children's Hospital.

CAMPUS FLU VACCINATION BATTLE

WHAT

How does your school stack up?

Let us know when you received your flu vaccine to ensure your school wins the challenge!

HOW

www.surveymonkey.com/s/vaccine
The survey should take less than 1 minute to complete. Visit the link above or scan the QR code on your smartphone.

WHO

PARTICIPATING SCHOOLS • Albion College • Aquinas College • Central Michigan University • Eastern Michigan University • Grand Valley State University • Hope College • Kalamazoo College • Michigan State University • Northwestern Michigan College • Oakland University • Southwestern Michigan College • University of Michigan • Wayne State University

WWW.MICHIGAN.GOV/FLU



DON'T LET YOUR
SCHOOL LOSE TO
THE FLU!

PROTECT
YOURSELF AND
YOUR COMMUNITY
FROM THE FLU:
GET VACCINATED

KALAMAZOO COLLEGE

OAKLAND
UNIVERSITY



GRAND VALLEY
STATE UNIVERSITY
FAMILY
HEALTH CENTER

SOUTHWESTERN
MICHIGAN COLLEGE



MICHIGAN STATE
UNIVERSITY



Albion College



Hope COLLEGE
HEALTH CENTER



COMMUNICATING WITH ALL OF YOU

- Lead contact and secondary contacts
- Campaign newsletter to cut down on e-mails
- Webinars to continue
 - Potential fall progress update

CAMPAIGN UPDATE

PARTNERSHIP E-MAILS

- In July, e-mails were sent connecting you to:
 - Local health department contacts
 - Michigan Care Improvement Registry (MCIR) representatives
 - Pharmacies in your county
- Purpose of the e-mails:
 - To facilitate partnerships among vaccinators
 - To facilitate needed trainings and updates

PARTNERSHIP E-MAILS

■ LHDs

- Invite schools to county provider meetings/trainings
- Provide LHD calendar of events for flu season
- Offer training opportunities through Imms Nurse Educator modules
- Communicate flu vaccine availability, updates throughout season
- Highlight AFIX program

■ MCIR

- Set up schools with MCIR IDs and trainings as needed
- Invite schools to MCIR provider meetings/trainings

■ Pharmacies

- Refer students to for vaccinations
- Coordinate on-campus flu clinics
- Promote campaign via flyer

WEBINARS WITH SCHOOLS

- August: MDCH Annual Flu Vaccination Season Kickoff webinar (August 27, 12-1 PM)
- Fall: Potential progress update

PRESS

- September: MDCH press release and press conference to kick-off the campaign
- Regular communication about the campaign, via Facebook, Twitter, newsletter articles, websites, etc.
- October: Annual flu joint press conference with MDCH, Michigan Osteopathic Association and Michigan State Medical Society
- December: Announce campaign winners during National Influenza Vaccination Week
- March 2015: Announce winner of late-season vaccination push

CAMPAIGN EVALUATION - 2015

- **March: Post-campaign webinar with schools, distribute evaluation survey**
- **April-May: Assess campaign effectiveness**
 - Lessons learned, successes/challenges
 - Improvements for 2015-16
 - Provide feedback to schools

DISCUSSION & QUESTIONS

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DeVitaS1@michigan.gov